

Hello World!

My name is: Jonathan Dunlap |

Portfolio Marketing

My Audience: |

► What is my intended audience?

- Large company or government organization
 - HR department reviews portfolios that typically come to them through job applications.
 - Presence on job sites such as LinkedIn may draw some companies.

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Marketing Plan:

- ▶ What marketing methods should I use?
 - Targeted job searches with companies that match my skills.
 - Make use of LinkedIn's connection features.
 - Online presence or social media. (Journos Portfolio)
 - Create and share content with the community.
 - Physical and digital methods of contact.

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Marketing Plan:

- ▶ How will I measure the success of my marketing methods?
 - UTM parameters (Newberry, Papp)
 - QR codes (“Different Types of QR Codes for Your Marketing Goal”)
 - URL shorteners (McLachlan)

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Marketing Plan: |



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Web Developer



CONTACT ME

Contact Info

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Search Engine Optimization:

► What is my SEO plan?

- Follow SEO best practices: (Mallya)
 - Mobile friendly website
 - Optimize speed
 - HTTPS
 - Accessible

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Analytics:

► What analytics tracking do I want to include?

- Simple Analytics(<https://simpleanalytics.com>) :
 - Privacy-first analytics(Schwab)
 - Easy to use dashboard
 - Email reports

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Status Update: |

▶ What is my progress for this week?

- Completed:
 - Created an email account using my custom domain from Namecheap and using Google Workspace. I wanted to have a unique domain and was lucky enough to be able to purchase jondunlap.com for cheap from Namecheap a while ago and I am now able to put it to use as a portfolio website.
 - Create a physical and digital business card for networking as well as setup dynamic QR links and shortened URLs with UTM parameters embedded so that I can track analytics of potential employers looking at my portfolio.
- To do:
 - Need to test hosting options for availability and speed at a good price. My original plan of using Heroku does not work too well as the free plan has a very long startup time on initial launch and this would not look good to an employer.
 - Begin building my React front-end and test deploying it on the hosting platform I end up choosing to use. Add Simple Analytics to my front-end and test that it is working through the admin panel. This way I will be able to verify that my analytics are working on my deployed front-end.
 - Edit GitHub profile so that it can serve as a way of providing additional information about myself and begin work on repos that I will be including in my portfolio to add more information about the projects for employers to get more information.

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Questions: |

▶ Please let me know if you have any questions or comments.

- Slack: @Jon
- Email: jon@jondunlap.com
- GitHub Repo: <https://github.com/JonDunlap/WDD479-2108-JonathanDunlap>

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